LEO BURNETT COMPANY, *Inc.*
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Someday.

It may be sooner than you think.
Especially when you consider
Virginia Slims **sales**
are running 12% ahead of last year.
Keep Rosemary happy.
Keep well-stocked.
Keep your women customers . . . happy.

P.S. Ask your PM sales rep
for your Rosemary button.

You've come
a long way, baby.

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